

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of: Sang Yong Bae et al.	:	
	:	Examiner: Nathan C. Uber
	:	
Serial No.: 10/595,998	:	Group Art Unit: 3622
	:	
Filed: July 14, 2006	:	Attorney Docket No.: 56587.22
	:	
For: ON-LINE ADVERTISING SYSTEM AND METHOD	:	Customer No.: 027128
	:	
	:	Confirmation No.: 1534
Last Office Action: December 26, 2008	:	

AMENDMENT AND RESPONSE

Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the Final Office Action mailed December 26, 2008, Applicant submits the following Amendment and Response with the accompanying Request for Continued Examination documents.

Amendments to the Claims are reflected in the listing of claims which begin on page 2 of this document.

Remarks/Arguments begin on page 13 of this document.